

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings of claims in the application:

### **Listing of Claims:**

1. (Previously presented) A method for managing customer and product information over the Internet using a multi-functional customer relationship management tool available to at least one client representative, comprising:

generating a customer database including customer records, wherein each customer record tracks a customer;

generating a product database including product records, wherein each product record tracks a product;

creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module allows specific access and manipulation of the customer and product databases;

receiving a random, non-automated contact from a customer through a telephone call or by an email;

accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a first client representative to review previous customer contacts, product information and servicing information associated with the customer;

allowing the first client representative to update the customer database from information received from the customer to add or modify a specific customer record logging

the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint using one of the plurality of modules; and

allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the Internet to further update a product record using at least one of the plurality of modules to update inventory information of a product at a warehouse location.

2. (Previously presented) The method of claim 1, wherein the plurality of modules available to the at least one client representative include at least four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

3. (Previously presented) The method of claim 1, wherein the step of updating the customer database further comprises:

transmitting over the Internet an input page in which the at least one client representative enters data to update the customer database.

4. (Previously presented) The method of claim 1, wherein the step of reviewing previous customer contacts further comprises:

transmitting over the Internet an input page in which the at least one client representative enters search information to request customer record information from the customer database;

receiving the input page transmitted by the at least one client representative including a request for customer record information;

generating an information page including customer record information for the customer record specified in the received input page; and

transmitting the information page to the requesting at least one client representative over the Internet.

5. (Cancelled)

6. (Cancelled)

7. (Previously presented) The method of claim 1 wherein the step of allowing the at least one client representative to update the customer database, further comprises:

providing problem and solution codes to be selected by the at least one client representative; and

recording any additions or modifications in either the customer or product record using the problem and solution codes.

8. (Previously Presented) The method of claim 7, wherein the contact with the customer is by e-mail and an email module is used to respond back to the customer, wherein the e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution codes and e-mail templates are used to form a response back to the customer.

9. (Previously presented) The method of claim 1, further comprising:  
interlinking with a front-end GUI to display the product image and information over the Internet;  
processing a payment for a purchase of the product or an extended warranty from the  
information stored in the customer record;  
updating the customer and product records to account for the purchase of the product; and  
updating the customer record to account for the purchase of the extended warranty.
10. (Cancelled)
11. (Previously presented) The method of claim 1 wherein the at least one client  
representative is a repair facility representative, further comprising:  
accessing a return merchandise management module; and  
producing a printable sheet with a bar code identifying a returned product using a  
commercial bar code font to code the bar code.
12. (Original) The method of claim 9, further comprising:  
producing a printable sheet with information on the purchase of the product.
13. (Original) The method of claims 1, further comprising:  
producing a report based on information from the customer-and product records.
14. (Original) The method of claim 1, further comprising:

interlinking a third party shipping software with the product database;  
updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.

15. (Previously presented) A system for managing customer and product information over the Internet using a multi-functional customer relationship management tool available to at least one client representative, comprising:

means for generating a customer database including customer records, wherein each customer record tracks a customer,

means for generating a product database including product records, wherein each product record tracks a product;

means for creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module allows specific access and manipulation of the customer and product databases;

means for receiving a random, non-automated contact from a customer through a telephone call or by an email;

means for accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a first client representative to review previous customer contacts, product information and servicing information associated with the customer;

means for allowing the first client representative to update the customer database from information received from the customer to add or modify a specific customer record logging

the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint using one of the plurality of modules; and

means for allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the Internet to further update a product record using at least one of the plurality of modules to update Inventory information of a product at a warehouse location.

16. (Previously presented) The system of claim 15, wherein the plurality of modules available to the at least one client representative include at least four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

17. (Previously presented) The system of claim 15, wherein the means for updating the customer database further comprises:

means for transmitting over the Internet an input page in which the at least one client representative enters data to update the customer database.

18. (Previously presented) The system of claim 15, wherein the means for reviewing previous customer contacts further comprises:

means for transmitting over the Internet an input page in which the at least one client representative enters search information to request customer record information from the customer database;

means for receiving the input page transmitted by the at least one client representative including a request for customer record information;

means for generating an information page including customer record information for the customer record specified in the received input page; and

means for transmitting the information page to the requesting at least one client representative over the Internet.

19. (Cancelled)

20. (Cancelled)

21. (Previously presented) The system of claim 15, wherein the means for allowing the at least one client representative to update the customer database further comprises:

means for providing problem and solution codes to be selected by the at least one client representative; and

means for recording any additions or modifications in either the customer or product record using the problem and solution codes.

22. (Previously Presented) The system of claim 20, wherein the contact with the customer is by e-mail and an email module is used to respond back to the customer, wherein the

e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution codes and e-mail templates are used to form a response back to the customer.

23. (Previously presented) The system of claim 15, further comprising:  
means for interlinking with a front-end GUI to display the product image and information over the Internet;

means for processing a payment for a purchase of the product or an extended warranty from the information stored in the customer record;

means for updating the customer and product records to account for the purchase of the product; and

means for updating the customer record to account for the purchase of the extended warranty.

24. (Cancelled)

25. (Previously presented) The system of claim 15, wherein the at least one client representative is a repair facility representative further comprising:

means for accessing a return merchandise management module; and

means for producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.



26. (Original) The system of claim 23, further comprising: means for producing a printable sheet with information on the purchase of the product.

27. (Original) The system of claim 15, further comprising: means for producing a report based on information from the customer and product records.

28. (Original) The system of claim 15, further comprising:  
means for interlinking a third party shipping software with the product database;  
means for updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.

29. (Previously presented) A program for managing customer and product information over the Internet using a multi-functional customer relationship management tool available to at least one client representative comprising a computer usable media including at least one computer program embedded therein that is capable or causing at least one computer to perform:

generating a customer database including customer records, wherein each customer record tracks a customer;

generating a product database including product records, wherein each product record tracks a product;

creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module allows specific access and manipulation of the customer and product databases;

receiving a random, non-automated contact from a customer through a telephone call or by an email;

accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a first client representative to review previous customer contacts, product information and servicing information associated with the customer,

allowing the first client representative to update the customer database from information received from the customer to add or modify a specific customer record logging the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint using one of the plurality of modules; and

allowing a second client representative located at a different site from the first client representative to access the multi-functional customer relationship tool over the Internet to further update a product record using at least one of the plurality of modules to update inventory information of a product at a warehouse location.

30. (Previously presented) The program of claim 29, wherein the plurality of modules available to the at least one client representative include at least four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty

administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

31. (Previously presented) The program of claim 29, wherein the step of updating the customer database further performs:

transmitting over the Internet an input page in which the at least one client representative enters data to update the customer database.

32. (Previously presented) The program of claim 29, wherein the step of reviewing previous customer contacts further performs:

transmitting over the Internet an input page in which the at least one client representative enters search information to request customer record information from the customer database;

receiving the input page transmitted by the at least one client representative including a request for customer record information;

generating an information page including customer record information for the customer record specified in the received input page; and

transmitting the information page to the requesting at least one client representative over the Internet.

33. (Cancelled)

34. (Cancelled)

35. (Previously presented) The program of claim 29 wherein the step of allowing the client representative to update the customer database, further performs:

providing problem and solution codes to be selected by the at least one client representative; and

recording any additions or modifications in either the customer or product record using the problem and solution codes.

36. (Previously Presented) The program of claim 33, wherein the contact with the customer is by e-mail and an email module is used to respond back to the customer, wherein the e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution codes and e-mail templates are used to form a response back to the customer.

37. (Previously presented) The program of claim 29, further performing: interlinking with a front-end GUI to display the product image and information over the Internet;

processing a payment for a purchase of the product or an extended warranty from the information stored in the customer record;

updating the customer and product records to account for the purchase of the product; and

updating the customer record to account for the purchase of the extended warranty.

38. (Cancelled)

39. (Previously presented) The program of claim 29, wherein the at least one client representative is a repair facility representative further performing:

accessing a return merchandise management module; and  
producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.

40. (Original) The program of claim 37, further performing: producing a printable sheet with information on the purchase of the product.

41. (Original) The program of claim 29, further performing: producing a report based on information from the customer and product records.

42. (Original) the program of claim 29, further performing:  
interlinking a third party shipping software with the product database; and  
updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.